

WFLX

## **ORDER**

Print Date 10/01/12 Page 1 of 2

**Flight Dates** 10/03/12-10/09/12

<u>Contract / Revision</u>	831118	/	<b>ALLEN WEST 4 CONGRES</b>	<u>Alt Order #</u>	06360354
<u>Original Date / Revision</u>			<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
	10/01/12	10/01/12	<u>Billing Contact</u>	<u>Order Type</u>	Political
<u>Advertiser</u>	West, Allen/R/US House 18			<u>Billing Cycle</u>	EOM/EOC
			3299 K Street NW Suite 200 Washington, DC 20007	<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	Strategic Media Svcs			<u>Demographic</u>	A35+
<u>Buying Contact</u>			<u>Sales Office</u> H-DC	<u>Rev Codes</u>	Agency Political Pol-Candid
3299 K Street NW Suite 200 Washington, DC 20007			<u>Sales Region</u> National	<u>Product Codes</u>	PL810
			<u>Agency Ref</u>	<u>Priority</u>	P 1
				<u>Advertiser Ref</u>	

### Primary Account Executive

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Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTvx	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Driving Plan		# Spots	Net Amount	Gross Amount
					Start Date	End Date			
October 2012	6	\$2,210.00	\$2,600.00	0.00	10/01/12	10/09/12	6	\$2,210.00	\$2,600.00
Totals	6	\$2,210.00	\$2,600.00	0.00					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	6	\$2,210.00	\$2,600.00	0.00	10/01/12	10/09/12	6	\$2,210.00	\$2,600.00
Totals	6	\$2,210.00	\$2,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount		
E 1	WFLX	10/03/12	10/03/12	MORNING NEWS	7A	Comm	7-8A	--1----	1:00	1	\$200.00	P	2	0.00	NM	1	\$200.00
FOX 29 MORNING NEW!																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/01/12	10/07/12	--1----		1	\$200.00		0.00								
E 2	WFLX	10/04/12	10/04/12	BIG BANG THEORY	Comm	730-8P	---1---	:30	1	\$435.00	P	1	0.00	NM	1	\$435.00	
BIG BANG THEORY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/01/12	10/07/12	---1---		1	\$435.00		0.00								
E 3	WFLX	10/04/12	10/05/12	Late News M-Sun	Comm	10-11P	---TF--	:30	2	\$525.00	P	2	0.00	NM	2	\$1,050.00	
TEN O'CLOCK NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							



WFLX

Print Date: 10/01/12

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Contract / Revision831118 Flight Dates 10/03/12-10/09/12Hiatus DatesOriginal Date / Revision 10/01/12/ 10/01/12Order Sep 00:15:00Advertiser West, Allen/R/US House 18 Product ALLEN WEST 4 CONGRES Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	<u>Totals</u>	
															Amount	
E 3	WFLX	10/04/12	10/05/12	Late News M-Sun	Comm	10-11P	---TF--	:30	2	\$525.00	P	2	0.00	NM	2	\$1,050.00
TEN O'CLOCK NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	---TF--		2				\$525.00		0.00				
E 4	WFLX	10/09/12	10/09/12	Late News M-Sun	Comm	10-11P	-1-----	:30	1	\$525.00	P	2	0.00	NM	1	\$525.00
TEN O'CLOCK NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-1-----		1				\$525.00		0.00				
E 5	WFLX	10/05/12	10/05/12	Fri Hour 1	Comm	8-9P	----1--	:30	1	\$390.00	P	2	0.00	NM	1	\$390.00
X-FACTOR																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	----1--		1				\$390.00		0.00				
														<b>Totals</b>	<b>6</b>	<b>\$2,600.00</b>

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

WFLX, West Palm Beach FL

10.2

On behalf of Lara Marcello,  
a legally  
qualified candidate of the Republican  
party for the office of US Congress,  
in the General,  
election to be held on: 11/6/12,  
hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	<u>WFLX # 819787</u>		<u>2210-</u>		
	<u># 791471</u>		<u>14139.75-</u>		
	<u># 831118</u>		<u>2210 -</u>		

Total Charges:

18559.75 net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by

Allen West for Congress

and you are authorized to announce the time as paid for by such person or entity

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Greg Wilder - PO Box 1028, Deerfield Beach, FL 33441 877-906-3010

This station has disclosed to me its political advertising policies, including: applicable classes and rates, one discount, promotional and other sales practices (not applicable to federal candidates)

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

7/1/13  
Date

  
Signature

Printed Name

Accepted

Accepted in Part

Rejected

  
Signature

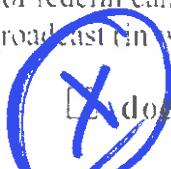
  
Printed Name  
  
Title

## CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

Lara Marah

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:



does

does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

Lara Marah

printed name

7/31/17

date



PAID POLITICAL  
BROADCAST AVAIL REQUEST

<b>TO:</b> John Heisman	<b>STATION:</b> WFLX
<b>FROM:</b> Will Hildebrandt	<b>HRP OFFICE:</b> Washington DC

REQUEST RECEIVED FROM

DATE: 6/5/12

<b>BUYER:</b> Lara Marcello
<b>AGENCY:</b> Strategic Media Services
<b>ADDRESS:</b> 3299 K St. NW Suite 200 Washington DC 20007
<b>PHONE #:</b> 202 337 5700
<b>FAX #:</b> 202 337 8484
<b>OTHER:</b>

AVAILS FOR

<b>COMMITTEE:</b> Allen West for Congress 2012
<b>CHAIRPERSON:</b>
<b>TREASURER:</b>
<b>ADDRESS:</b> PO Box 1108 Stuart, FL 34995
<b>PHONE #:</b> 772 600 7123
<b>FAX #:</b> 877 906 2010
<b>OTHER:</b>

FOR

<b>CANDIDATE:</b> Allen West
<b>OFFICE:</b> Congress
<b>PARTY:</b> Republican

<b>DAYPARTS:</b>	ALL
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERCIAL LENGTH:</b>	:30'S
<b>PROGRAMS:</b>	ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	